



**IOWA DEPARTMENT OF ADMINISTRATIVE SERVICES
ONLINE CUSTOMER SATISFACTION SURVEY
1st QUARTER/FY07
OCTOBER 31, 2006**

Essman/Research, an independent marketing research firm in Des Moines, Iowa, was retained by the Iowa Department of Administrative Services (DAS) in January 2006 to develop and implement four quarterly surveys for FY06 and FY07. The purpose of the quarterly survey is to gather immediate feedback from customers regarding their recent experiences with DAS and the services purchased and/or received through the following areas:

- General Services Enterprise (GSE)
- Information Technology Enterprise (ITE)
- Human Resources Enterprise (HRE)
- State Accounting Enterprise (SAE)
- DAS Finance (this segment was added in 3rd quarter/FY06)
- DAS Core (this segment was added in 1st quarter/FY07)

First Quarter/FY07: A total of 172 online surveys were returned.

- 163 customers responded to the survey
- 9 Customer Council members responded to the survey

■ **Satisfaction with Products and Services**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

DAS Enterprises and DAS Core

Among the four DAS enterprises (GSE, ITE, HRE and SAE) and DAS Core, **overall**, the customers surveyed rated their satisfaction with the products and/or services received from the State Accounting Enterprise (SAE) slightly higher (8.31 on the 10-point scale) than the other enterprises and DAS Core.

Overall Average

- | | |
|------------|------|
| • SAE | 8.31 |
| • ITE | 7.76 |
| • HRE | 7.51 |
| • DAS Core | 7.47 |
| • GSE | 7.42 |

■ **Satisfaction with Customer Service**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

DAS Enterprises and DAS Core

Among the four DAS enterprises (GSE, ITE, HRE and SAE) and DAS Core, **overall**, the customers rated their satisfaction with the customer service provided by the State Accounting Enterprise (SAE) slightly higher (8.35 on the 10-point scale) than the other enterprises and DAS Core.

Overall Average

- | | |
|------------|------|
| • SAE | 8.35 |
| • ITE | 7.77 |
| • HRE | 7.58 |
| • DAS Core | 7.62 |
| • GSE | 7.61 |

■ **Overall Satisfaction with Products and Services and Customer Service**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

DAS Enterprise	Satisfaction/Products and Service	Customer Service	Overall Average Enterprise Rating
SAE	8.31	8.35	8.33
ITE	7.76	7.77	7.76
HRE	7.51	7.58	7.54
DAS Core	7.47	7.62	7.54
GSE	7.42	7.61	7.51
Overall Rating	7.69	7.79	7.74

■ **Satisfaction with DAS Customer Service Center**

(10-point scale where ONE means VERY DISSATISFIED and TEN means EXTREMELY SATISFIED)

DAS Finance

Overall, 33% (49 of 147) of the customers who responded to the question called the DAS Customer Service Center for assistance in July, August and September 2006. The customers were satisfied (7.77 on the 10-point scale) with the quality of the service provided by the customer service staff.